

## ABSTRACT OF THE DISCLOSURE

A call identifier display inversion that improves identifiers of phone calls, with the possibility of inversion of the liquid crystal display. It consists of the combination of hardware LCD-display and software micro-controller that allows for the vertical inversion of the data presented on the display, once an external button or sensor is passed or  
5 activated. The device has a new matrix and implementation of new instructions and codes, which, once recorded in the circuit, result in the execution of reorganization instructions of the active dots, every time the controller receives a command by means of a button or any other electric signal.

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